

## Jakarta EE Marketing Committee Meeting - April 8, 2021

<p><b>Attendees:</b>  Neil Patterson (IBM)  Cesar Hernandez (Tomitribe)  Ed Bratt (Oracle)  Melissa Jacobus (Oracle)  Dominika Tasarz (Payara)  Jadon Ortlepp (Payara)  Eric Meng (Primeton)  Dan Bandera (IBM)  Jonathan Gallimore (Tomitribe)  John Clingan (Red Hat)  Ryan St James (Tomitribe)  Tetiana Fydorenchyk (Jelastic)  Otavio Santana (Committer Rep)</p>	<p><b>Eclipse Foundation:</b>  Tanja Obradovic (Eclipse Foundation)  Karen McNaughton (Eclipse Foundation)  Thabang Mashologu (Eclipse Foundation)</p>
<p><b>Current Projects</b></p> <ul style="list-style-type: none"> <li>- Q2 Priorities (<a href="#">PPT link</a>, <a href="#">spreadsheet</a>) <ul style="list-style-type: none"> <li>- Create program to attract contributors and promote to committers</li> <li>- Create program to highlight/reward contributors based on contribution</li> </ul> </li> <li>- Collateral Repository</li> <li>- Why Jakarta EE (Roadmap) content</li> <li>- JakartaOne Livestream</li> <li>- Case Studies (<a href="#">form</a>)</li> <li>- SEO &amp; member site updates</li> <li>- Jakarta EE Website redesign (go live start of Q2)</li> <li>- New Communities + localization <ul style="list-style-type: none"> <li>- Chinese (in process)</li> </ul> </li> </ul>	
<p><b>Action Items:</b></p> <ul style="list-style-type: none"> <li>● 2021-02-11: All - update progress report for week (<a href="#">Progress Report</a>)</li> <li>● 2021-02-11: Neil - Get Katakoda pricing information and policy information</li> <li>● 2021-02-25: Karen - Update reporting spreadsheet to include tab for all events and participation</li> <li>● 2021-03-25: Melissa - Create a document to save themes and best practices from github issues (<a href="#">link to folder</a>)</li> <li>● 2021-03-25: All - determine theme for Kubecon presence</li> </ul>	<p><b>Completed:</b></p> <ul style="list-style-type: none"> <li>● 2021-03-25: All - promote JakartaOne Livestream Russia (see link below)</li> <li>● 2021-02-11: Karen - Schedule separate call to work through backlog in Content Repository - Cesar to run - <b>March 18th will be the meeting</b></li> <li>● 2021-02-25: Karen - Update event planning to reflect recommendations from discussion on virtual booth effectiveness</li> <li>● 2021-02-25: All - Review and provide comments on <a href="#">Github issue</a> for website re-design and announcements section meeting conclusions</li> </ul>

<ul style="list-style-type: none"> <li>• 2021-03-25: All - use <a href="#">social kit</a> content to help promote Developer Survey (starting April 6)</li> <li>• 2021-03-25: Karen - create input form for Member Profile content.</li> <li>• 2021-04-08: Karen/Neil - update Q2 priorities and Q1 report</li> <li>• 2021-04-08: Look at archiving marketing email</li> <li>• 2021-04-08: Cesar - Kubecon - Booth participation - make available for community; JUGs; (Cesar to draft a brief statement about request)</li> </ul>	
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<b>Agenda</b>	<b>Minutes</b>
General discussion <b>(2mins)</b>	
Upcoming Meetings <ul style="list-style-type: none"> <li>- April 1 - 11:00 EST - Jay Nichols - PR</li> <li>- April 8 - 11:00 EST - normal meeting</li> <li>- April 15 - 11:00 EST - Kristy Smith - SEO</li> <li>- April 22 - 9:00 EST - normal</li> </ul>	Karen to postpone Kristy Smith meeting and provide latest report through email/Slack.
Approval of the previous mtg minutes <b>(2 mins)</b>	Approved
Reporting to/from Steering Committee <b>(5 mins) (Neil)</b>	<ul style="list-style-type: none"> <li>• Jakarta EE 9.1.0-RC1 APIs available as of end of February</li> <li>• The target date is mid-May               <ul style="list-style-type: none"> <li>○ RC1 for GlassFish planned for next week, currently passing the TCK</li> <li>○ Will provide marketing with 4 weeks of lead time</li> <li>○ Will set “announce date” after platform team sets GA date</li> </ul> </li> <li>• Drafted <a href="#">Jakarta EE 9.1 Messages Document</a></li> </ul> Release 10 <ul style="list-style-type: none"> <li>• Proposal in process from Scott Stark, timing unlikely to be decided at the time of Jakarta EE 9.1 GA</li> <li>• Kevin has requested that CDI, Jakarta REST and other spec project teams, to open a release plan by April 15,</li> </ul>
<b>Jakarta EE Release 9.1 Promotion</b> <ul style="list-style-type: none"> <li>- Release 9.1 date is tentatively mid-May (allowing time for other products to complete certification)</li> </ul>	<ul style="list-style-type: none"> <li>- Tentative date established - May 25, 2021 for announcement</li> </ul>

<ul style="list-style-type: none"> <li>- Jakarta EE 9.1 <a href="#">Mktg has reviewed the deliverables for 9.1</a> (Karen to share page update ideas)</li> </ul>	
<p><b>2021 Developer Survey (Karen - 5 min)</b></p>	<ul style="list-style-type: none"> <li>- <a href="#">Link to social kit for promotion</a></li> <li>- <a href="#">Link to Developer Survey member specific URLs</a> (second tab)</li> <li>- For reference, please note <a href="#">survey collector response summary from 2020</a></li> <li>- Survey to run April 6 to April 30th</li> <li>- Use social kit to promote across member properties</li> <li>- use the specific links provided in the social kit and member specific links to help us track effectiveness.</li> <li>- Do we have two ways as discussed previously? (Cesar; Karen to explore) <ul style="list-style-type: none"> <li>- Register on form and get PDF</li> <li>- Eclipse account and get PDF</li> </ul> </li> <li>- Allocate more time to review the feedback (Cesar) <ul style="list-style-type: none"> <li>- Seems that some feedback was not included</li> <li>- Email subject from feedback iteration “[For your review]: 2021 Jakarta EE Developer Survey ** Time Sensitive**”</li> </ul> </li> <li>- Karen to add custom link for Jelastic</li> </ul>
<p><b>Whitepaper status (Karen - 5 minutes)</b></p> <ul style="list-style-type: none"> <li>- Jakarta WP launched April 5 - <a href="#">link</a></li> <li>- Full launch April 26</li> </ul>	<ul style="list-style-type: none"> <li>- Promoted this week through social and newsletter as soft launch</li> <li>- Full launch after other papers/content moves through the Eclipse channel. - <b>social kit will be shared via email &amp; slack on Monday, April 12th.</b></li> </ul>
<p><b>JakartaOne: Russian (Tanja will provide status/results)</b></p> <p><b>Community Folder (2 min)</b></p> <p><b>Jakarta EE Update call</b></p> <p><b>Jakarta EE Specification Calendar</b></p>	<p><a href="#">Slide summarizing the event engagement is here</a></p> <p>JakartaOne Russia</p> <ul style="list-style-type: none"> <li>- Program committee was happy with the event and results</li> <li>- 161 registered; 87 live attendees; 63 watched replay</li> </ul> <p>JakartaOne events</p> <ul style="list-style-type: none"> <li>- Asia events being considered</li> <li>- Portugese being worked on</li> <li>- Would like to have a Japanese event (Dominika)</li> </ul> <p>Jakarta EE Update Call</p> <ul style="list-style-type: none"> <li>• April 14th</li> </ul> <p><a href="#">Jakarta EE Specifications Calendar</a></p> <ul style="list-style-type: none"> <li>- See the community calendar for schedule</li> </ul> <p>Jakarta EE Community Folder (Google)</p> <ul style="list-style-type: none"> <li>- <a href="#">Moving to an Eclipse account shared folder</a></li> </ul>
<p><b>KubeCon EU (Karen)</b></p>	<ul style="list-style-type: none"> <li>- Theme? <ul style="list-style-type: none"> <li>- Talk to upcoming Release 9.1</li> </ul> </li> </ul>

<p><a href="#">Booth Sign Up Form is here</a></p> <p>See email from Karen</p> <p>As you may be aware, we have a Silver Sponsorship for KubeCon 2021 EU. You can find all the details related to our participation and noted requirements in <a href="#">the KubeCon summary document here.</a></p>	<ul style="list-style-type: none"> <li>- Enterprise Java in a Kubernetes/Container world</li> <li>- April 12 Due date to submit an in-booth survey (optional)</li> <li>- April 16 Due date to request sponsor Slack channel (optional)</li> <li>- <b>Booth participation - make available for community; JUGs; (Cesar to draft a brief statement about request)</b> <ul style="list-style-type: none"> <li>- Improve traffic through JUG engagement</li> <li>- Reach out to past event participants; community mailing list;</li> </ul> </li> </ul>
<p><a href="#">J4K 2021 Part 1</a> will take place on June 9, 2021. There are many sponsorship opportunities. You can find them <a href="#">here.</a></p>	<p>Discuss interest/involvement in sponsoring &amp; participating--virtual booth?</p>
<p><b>Content issues</b></p> <ul style="list-style-type: none"> <li>- Review current content submissions</li> </ul>	
<p><b>Github issues best practices (Melissa)</b></p> <ul style="list-style-type: none"> <li>• Review document to save themes and best practices from github issues (<a href="#">link to folder</a>)</li> <li>• <a href="#">Link to document</a></li> </ul>	<ul style="list-style-type: none"> <li>- Please add any ideas from github issues that would benefit the community and our outreach to the document.</li> </ul>
<p><b>JakartaEE Website Development Update:</b></p> <ul style="list-style-type: none"> <li>• May 1st WebDev to start on development</li> <li>• Development will be broken down into issues in Github per page. [Jumbotron, section, page content etc.]</li> <li>• ETA on go live date: Jul/Aug — before Sept 1st.</li> <li>• If there are volunteers who want to get involved, we can do a sprint group.</li> <li>• That would require structure and checkpoints</li> <li>• <b>JakartaOne site will be done and live within 2 wks</b></li> </ul>	
<p><b>Upcoming events/cfp</b></p> <ul style="list-style-type: none"> <li>- EclipseCon 2021 - October <ul style="list-style-type: none"> <li>- CFP opening in 1 week</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Any dedicated tracks, including something for Enterprise Java, CN4J?</li> <li>- Tanja to provide insight into the tracks available</li> </ul>
<p><b>Case Studies (Karen - 5 minutes)</b></p>	

<ul style="list-style-type: none"> <li>- Members to “raise their hand” using the form to kickstart the process</li> <li>- New Slide about request (<a href="#">link</a>)</li> <li>- Explore end-user experience of moving to/use Jakarta EE in production with their applications</li> <li>- Likely initial migration stories might focus on namespace change</li> <li>- experience or new apps and value of Jakarta and the evolution of Java</li> <li>- Case Studies (<a href="#">form</a>)</li> </ul>	
<p><b>Contacts for Jay Nichols (AR/PR)</b></p> <ul style="list-style-type: none"> <li>- Fill in information in spreadsheet (<a href="#">link</a>)</li> </ul>	
<p>Member Activity Tracking Requirements <a href="#">Progress Report</a> (Neil - 5 minutes)  All Members must provide ongoing information about their support for Jakarta EE promotion</p>	
<p>Why Jakarta EE landing page/experience (Ed) (10 mins)</p> <ul style="list-style-type: none"> <li>● Working Document link can be found <a href="#">here</a></li> <li>● In the Steering committee Ivar made a quick plea that we have a road-map for Jakarta EE. I think the Marketing committee could take some part in putting this together. I would like to hear other members thoughts. My recommendation would be that we take responsibility for soliciting and acquiring roadmap thoughts/ideas/directions from the API and possibly even associated implementation teams -- then we package it into something that has consistent look/feel. I would further propose that we regularly solicit for updates to this roadmap (2x per year, maybe more often if things are evolving more rapidly). In this way, we are providing a consistent and easy reference overview that describes where Jakarta EE is going.</li> <li>● <b>Updates on value proposition doc-Ed?</b></li> </ul>	<ul style="list-style-type: none"> <li>- Q2 - Re-examine in light of new website content and messaging.</li> </ul>
<p>Quarter by Quarter plan review (10 minutes)  - <a href="#">link</a></p>	
<ul style="list-style-type: none"> <li>● <a href="#">Jakarta EE Wikipedia page</a> (5 minutes)</li> </ul>	

- **Marketing committee to review and help with updating the [content doc](#)**
- Schedule a working session